

IN THE SPECIFICATION:

Please replace the ABSTRACT (page 57, lines 5–21) of the specification as filed within the following:

~~Introduced are electronic commerce systems for monitoring communication of information by a company node to constituency nodes and analyzing constituency understanding and reaction to such information communication, as well as methods of operating the same. According to an exemplary embodiment, the An electronic commerce system, ~~which is~~ for use over a global communications network and having both company nodes and constituency nodes[,]] comprises a data repository and a communications controller. The data repository is operable to store stores data files associated with the company nodes, wherein the company nodes populate respective associated data files with contain commercial information relating to the company associated with a company node. The communications controller is operable to (i) allow a specific company node to modify commercial information in the data files relating to the respective company and to control times at which selected portions of the commercial information is first made available to the constituency nodes, propagates communication interfaces accessible by the constituency nodes with selected portions of the commercial information under direction of the company nodes, and (ii) gathers feedback information representative~~

of constituency response to the constituency nodes accessing the communication interfaces.

Please replace the paragraphs bridging page 5, line 8 through page 7, line 2 of the specification as filed with the following:

According to an exemplary embodiment, the electronic commerce system, which is for use over a global communications network includes both company nodes and constituency nodes, comprises a data repository and a communications controller. The data repository is operable to store data files associated with the company nodes, wherein the company nodes populate respective associated data files with commercial information. The communications controller is operable to (i) allow a specific company node to modify commercial information that is stored in data files relating to that specific company and to control times at which selected portions of the commercial information in the data files relating to that specific company are first made available to the constituency nodes, (ii) propagate communication interfaces accessible by the constituency nodes with selected portions of the commercial information under direction of the company nodes, and (iii) gather feedback information representative of constituency response to the constituency nodes accessing the communication interfaces. Advantageously, the company node,

through the communications controller and associated data repository, is operable to provide an interactive system that enables the company to generate and near-continuously communicate information to its constituency via the global communications network, for instance the Internet.

According to a related advantageous embodiment, the company node is also operable to store, index and relate the company's responses, detailing the past, present and future of the company and its relevant industry, all in the data repository. An important aspect of one such embodiment is the ability of the company node to control when (that is, times at which) publication ~~(e.g., to fairly disseminate, distribute or otherwise make available)~~ of at least selected portions of the information stored in the data repository is available to the constituencies (e.g., to fairly disseminate, distribute or otherwise make available that information). This may advantageously be accomplished through the communications controller which may suitably be arranged to enable the company node to modify one or more data records stored in the data repository, and to decide when such pending modified information is complete (e.g., technically, factually or legally accurate, thorough, or otherwise satisfactory for publication). Upon a determination of completion, the company node may direct the communications controller to publish such information from the data repository for access by the constituency nodes.